

a second predetermined indicia on said body.

46. A method of attaching predetermined indicia to an insulating cooler device according to claim 45, wherein said applying step comprises the step of applying adhesive to the said structural member.

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cont.* 47. (amended) A method of attaching predetermined indicia to an insulating cooler device according to claim 45, wherein said applying step comprises the step of applying a hook and loop type of fastener.

48. A method of attaching predetermined indicia to an insulating cooler device according to claim 45, wherein said applying step comprises the step of applying a plurality of guide members.

49. A method of attaching predetermined indicia to an insulating cooler device according to claim 45, wherein said applying step comprises the step of applying an elastomeric band, so dimensioned as to extend around a periphery of said structural member.

50. A method of attaching predetermined indicia to an insulating cooler device according to claim 45, wherein said

applying step comprises the step of applying magnets or ferromagnetic metal structurally arranged so as to mate with magnets or ferromagnetic metal attached to said insulating cooler device.

51. A method of attaching predetermined indicia to an insulating cooler device according to claim 45, wherein said predetermined indicia is a sports logo.

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cont.* 52. A method of interchanging attachments for an insulating cooler device, said attachments having predetermined indicia thereon, said method comprising the steps of:

- a) providing an insulating cooler device having a substantially planar portion;
- b) providing a plurality of interchangeable structural members, each said interchangeable structural member having the predetermined indicia thereon;
- c) releasably affixing one of said plurality of interchangeable attachments to said substantially planar portion using said releasable affixation device for a first predetermined time period;
- d) removing said one interchangeable attachment from said substantially planar portion; and
- e) releasably affixing another of said plurality of

interchangeable attachments to said substantially planar portion for a second predetermined time period.

53. A method of interchanging attachments for an insulating cooler device according to claim 52, further comprising the step of:

applying a releasable affixation device to each of said plurality of interchangeable attachments.

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54. A method of interchanging attachments for an insulating cooler device according to claim 52, wherein said applying step comprises the step of applying adhesive to the said structural member.

55. A method of interchanging attachments for an insulating cooler device according to claim 53, wherein said applying step comprises the step of applying a VELCRO brand fastener.

56. A method of interchanging attachments for an insulating cooler device according to claim 53, wherein said applying step comprises the step of applying a plurality of guide members.

57. A method of interchanging attachments for an insulating cooler device according to claim 53, wherein said applying step comprises the step of applying an elastomeric band so dimensioned

as to extend around a periphery of said interchangeable attachment members.

58. A method of interchanging attachments for an insulating cooler device according to claim 53, wherein said applying step comprises the step of applying magnets or ferromagnetic metal structurally arranged so as to mate with magnets or ferromagnetic metal attached to said insulating cooler device.

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59. A method of interchanging attachments for an insulating cooler device according to claim 53, wherein said interchangeable attachment is a removable cover, and wherein said applying step comprises the step of integrally attaching a structural member to said removable cover that mates with a body portion of said insulating cooler device.

60. A method of interchanging attachments for an insulating cooler device according to claim 59, wherein said integrally attaching step comprises attaching a plurality of mortises or tenons, so dimensioned as to mate with corresponding tenons or mortises, respectively, on said insulating cooler device.

61. A method of interchanging attachments for an insulating cooler device according to claim 59, wherein said integrally

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attaching step comprises attaching an elastomeric band around a periphery of said removable cover.

62. A method of interchanging attachments for an insulating cooler device according to claim 52, wherein said predetermined indicia is a sports logo.

REMARKS

This is full and timely response to the Official Action of May 09, 2002. A petition to extend the time for this response to within the third extended month, with a fee therefore, accompanies this paper. The time for response had expired on a Saturday, followed by a Federal holiday on a Monday, whereupon timely filing of this response on a Tuesday is permitted.

Election/Restriction Requirement

Perhaps, the reason for a traverse of the restriction requirement in Paper No. 7 was not fully understood by the Examiner. No undue burden exists for examining all claims on their merits because substantially corresponding claims were examined on their merits in the parent application.

Reconsideration of the requirement is requested. It is noted that the Examiner may waive a restriction requirement if he chooses.